

VERBnow.com Offers Forum of Fun — Check it Out!

The U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) recently launched an interactive website, www.VERBnow.com, designed to encourage children between ages 9 and 13, commonly referred to as “tweens,” to get involved in positive activities. The website was created to help children discover the excitement of being active and living a healthy lifestyle.

VERBnow.com is a cool new resource for children who are looking for ways to stay active, but still have fun. It will also serve as an outlet for a grant program called the Most VERB-able Player (MVP) Award Program. The MVP Award Program is giving away up to \$65,000 in grants to students who want to make a difference in their community, whether it's organizing a volunteer day at their school or creating a neighborhood action zone for skateboarders.

Extreme Tips, Forums, & More!

VERBnow.com presents tweens with an exciting portal to explore new activities and chat with other tweens about their favorite activities — everything from roller hockey and dirt-bike riding to unique activities such as capoeira (pronounced kah-poo-WAY-ra) volunteering at the local community center, sailing, and peer mentoring.

“**VERBnow.com** is consistently updated with interesting facts and ways for tweens to learn more about activities that interest them,” says Mike Greenwell, director of communications for CDC's chronic disease center. “**VERBnow.com** encourages tweens to uncover new talents and explore exciting activities. Plus, it offers great ideas to get started and have fun.”

Doohickeys & Thingamabobs!

VERBnow.com offers many interactive features that encourage children to get active. Through fun games and contests, colorful desktop patterns, and hot new activity trends, children will find that the website is an excellent place to catch the **VERB** craze. It is loaded with activities and freebies. So, whether children choose an extreme sport (like skateboarding or rock climbing) or prefer other activities (like dancing, jumping or skipping), **VERBnow.com** lets them share their **VERB** experience wherever and whenever they want.

More About VERB

The VERB program aims to surround children in both the community and at school with positive physical and group activities. Through partnerships with celebrities such as Bow Wow and Kelly Clark and joint activities with Gravity Games and Nickelodeon, VERB is helping children reap the rewards of being physically active. To find out more, log on to **VERBnow.com**.

The integrated “VERB.™ It’s what you do.” campaign uses advertising, marketing, events, and partnership activities to ensure that campaign messages reach children whenever they are looking for something positive to do. Through multicultural media partnerships, the campaign is designed to reach children in all socioeconomic and ethnic backgrounds – including specific outreach for African Americans, Asian Americans/Pacific Islanders, Native Americans, and Hispanics/Latinos.

For more information about the campaign see www.cdc.gov/youthcampaign or visit the website for parents at www.VERBparents.com.

###